



# KETTELL-CARTER

## *Radio Representatives*

LIBERTY 2-5799

ELMER KETTELL  
MARJORIE CARTER

JOHN HANCOCK BUILDING  
BOSTON 16, MASSACHUSETTS

March 6, 1952

Mrs. Elizabeth Parsons  
Bennett, Walther & Menadier Inc  
69 Newbury Street  
Boston 16, Massachusetts

Dear Betty:

Thanks very much for your inquiry on Station WEIM, Fitchburg which I understand Soapine is considering as a test market for a new product.

Station WEIM is a 1,000 watt station serving Northern Worcester County with a slop-over coverage into southern New Hampshire; into Middlesex and Franklin in Massachusetts. The three principal cities in the Fitchburg trading area are, in addition to Fitchburg, Leominster and Gardner.

Station WEIM is managed by Lew Sargent formerly of WEEI and WHAV in Haverhill.

He programs that station to the local interest of the people. That is well illustrated by these two services. One, WEIM broadcasts the City Council which adds to the interest of people. Two, local News is accented in their News broadcasts and along that line, they have a gimmick up their which works wonders in creating interest. They have an arrangement with the Fire Department, the local Police of the various cities, and the State Police whereby any News of particular importance (a big fire, airplane accident, a terrific motor accident etc) is reported to the station. This is taken down on a tape recorder over the telephone and immediately broadcast to the people. They have had tremendous success with this type of spot reporting.

Basic information on the station is attached. There are Saturation Announcement Plans available. For rates on the station other than Saturation Announcement Plans, please look in Standard Rate & Data. Announcements in the daytime are \$7.00; the night \$10.00.

We hope we may serve you on this test campaign. You may be sure Lew Sargent and his crew will extend every co-operation to make this campaign successful.

Cordially,

  
Elmer Kettell







HERE ARE FIVE REASONS- WHY

STATION WEIM, FITCHBURG, MASS. IS YOUR BEST BUY

1. WEIM HAS THE RIGHT KIND OF COVERAGE

With 1,000 watts, not only does WEIM cover a good segment of Worcester County, but affords excellent coverage in southern New Hampshire, Franklin and Middlesex Counties. WEIM embraces some 350,000 people in its coverage area.

2. WEIM HAS THE RIGHT KIND OF LISTENING

Co-incidental surveys show that WEIM dominates the listening in northern Worcester County. A Grossley Survey (April, 1950) Shows this Share of Audience Picture:

	<u>Mornings</u>	<u>Afternoons</u>	<u>Evenings</u>
WEIM	39.8	42.6	40.5
Station B (CBS)	29.7	17.4	29.8
Station C (NBC)	15.3	18.6	14.0
Station D (Ind.)	5.9	14.4	-

3. WEIM IS FIRST IN RETAIL ADVERTISING

WEIM carries more advertising from more Fitchburg retailers than any other Fitchburg radio station.

4. WEIM OFFERS A RESPONSIVE AUDIENCE

The attached audience mail study demonstrates this.

5. WEIM IS LOW COST.

Daytime announcements are only \$7.00 gross with Saturation Announcement Plans available whereby you can buy 12 announcements weekly for only \$72.00

RADIO STATION WEIM, FITCHBURG, MASS  
1,000 watts  
MUTUAL-YANKEE  
Serving 350,000 People

Represented by:  
KETTELL-CARTER  
John Hancock Bldg  
Boston, Mass.  
LI 2-5799



HERE ARE FIVE HEADLINES

STATION WEIN, FITCHBURG, MASS. IS YOUR BEST BUY

1. WEIN HAS THE RIGHT KIND OF COVERAGE

With 1,000 watts, not only does WEIN cover a good segment of Worcester County, but affords excellent coverage in northern New Hampshire, Franklin and Middlesex Counties. WEIN reaches some 350,000 people in its coverage area.

2. WEIN HAS THE RIGHT KIND OF LISTENING

Go-incidental surveys show that WEIN dominates the listening in northern Worcester County. A Specialty Survey (April, 1957) shows this share of audience picture:

	<u>Mornings</u>	<u>Afternoons</u>	<u>Evenings</u>
WEIN	38.8	42.8	40.8
Station B (CBS)	29.7	17.4	29.8
Station C (NBC)	18.3	18.8	14.0
Station D (Ind.)	8.8	14.4	-

3. WEIN IS FIRST IN RETAIL ADVERTISING

WEIN carries more advertising from more Fitchburg retailers than any other Fitchburg radio station.

4. WEIN OFFERS A RESPONSIVE AUDIENCE

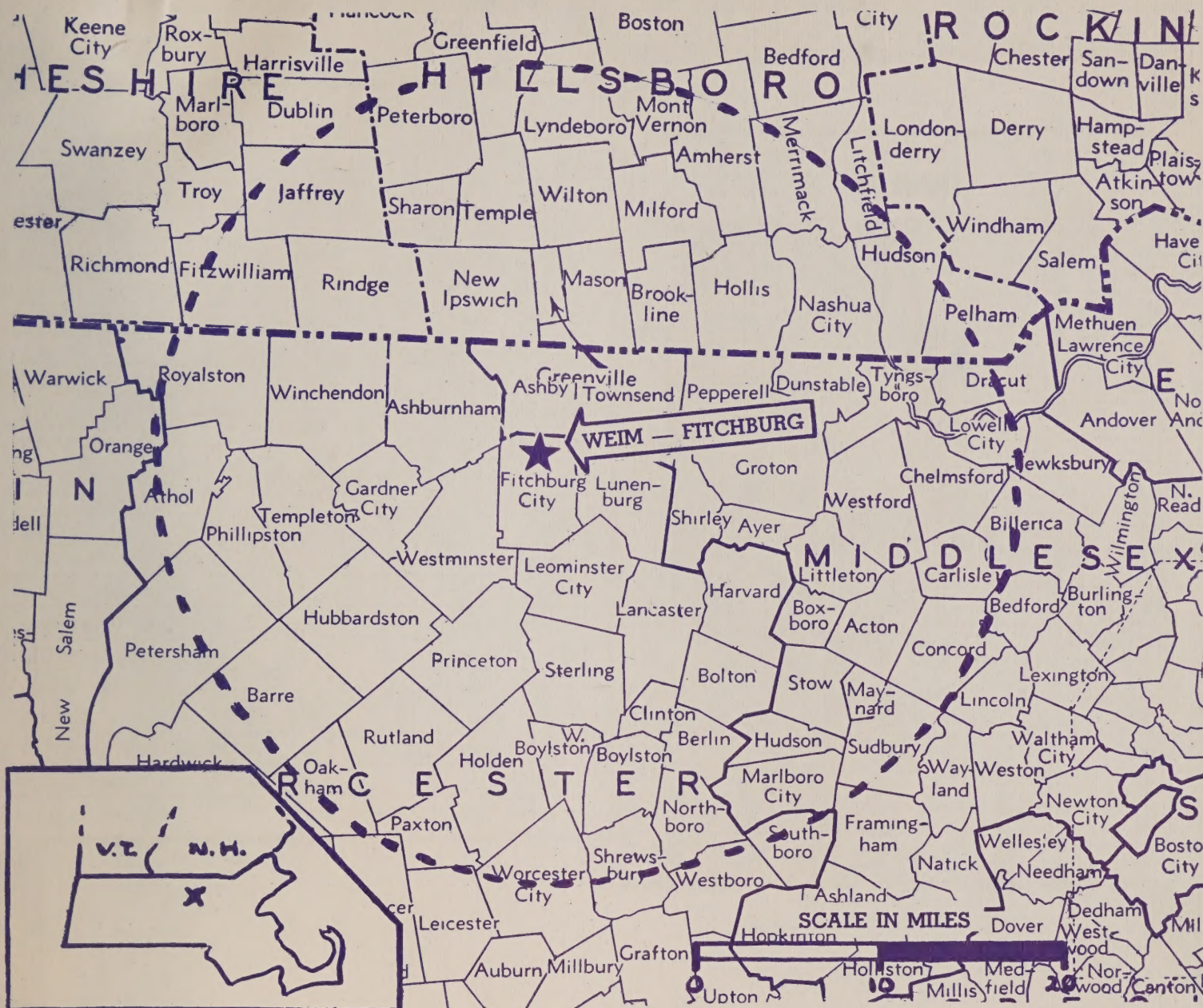
The attached audience mail study demonstrates this.

5. WEIN IS LOW COST.

Daytime announcements are only \$7.00 gross with station. Announcement time available whereby you can buy 15 announcements weekly for only \$78.00.

RADIO STATION WEIN, FITCHBURG, MASS.  
1,000 watts  
NATURAL-AMKEE  
serving 350,000 people  
Represented by:  
METTEL CARTER  
John Hancock Bldg.  
Boston, Mass.  
LI 8-2722





### MARKET DATA

0.5 mv/m Measured December 1950 by  
New England Radio Consultants, Inc.,  
Hartford, Conn.

Population . . . . .	430,560
Radio Families . . . . .	Mass. 103,780
Radio Families . . . . .	N. H. 6,000
	109,780
Retail Sales . . . . .	174,341
Food Sales . . . . .	57,770
Drug Sales . . . . .	5,755
Eat and Drink Sales . . . . .	16,190

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

Pub. 1/50

# WEIM

FITCHBURG  
MASSACHUSETTS

1000 W. FULLTIME 1280 KC.

Mutual Broadcasting System — Yankee Network

*"The Voice of Central Massachusetts"*

REPRESENTED BY

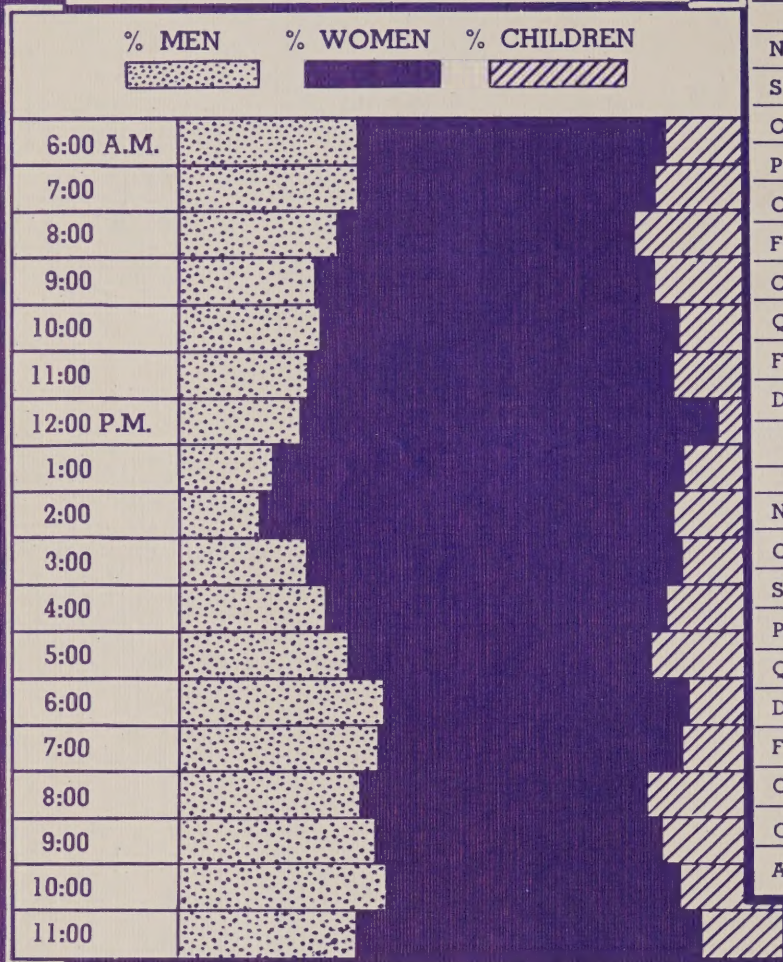
**THE WALKER COMPANY**

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK  
KETTEL-CARTER IN BOSTON



# WHAT PROGRAM PREFERRED

## WHEN TO REACH THEM



DAYTIME		
MEN		WOMEN
NEWS	1	NEWS
SPORTS	2	SERIAL STORIES
OLD FAMILIAR MUSIC	3	OLD FAMILIAR MUSIC
POPULAR MUSIC	4	HOME MAKING
COMEDY & VARIETY	5	POPULAR MUSIC
FORUMS, TALKS	6	QUIZ PROGRAMS
CLASSICAL MUSIC	7	SPORTS
QUIZ PROGRAMS	8	COMEDY & VARIETY
FARM PROGRAMS	9	AUDIENCE PARTICIPATION
DRAMATIC PLAYS	10	RELIGIOUS
EVENING		
MEN		WOMEN
NEWS	1	NEWS
COMEDY & VARIETY	2	COMEDY & VARIETY
SPORTS	3	DRAMATIC PLAYS
POPULAR MUSIC	4	QUIZ PROGRAMS
QUIZ PROGRAMS	5	POPULAR MUSIC
DRAMATIC PLAYS	6	OLD FAMILIAR MUSIC
FORUMS, TALKS	7	SPORTS
OLD FAMILIAR MUSIC	8	AUDIENCE PARTICIPATION
CLASSICAL MUSIC	9	RELIGIOUS
AUDIENCE PARTICIPATION	10	FORUMS, TALKS

## PROGRAMS

YOUR PLAN



# A KETTELL-CARTER AUDIENCE MAIL STUDY

STATION: WEIM, FITCHBURG, MASS.  
1,000 watts - full time  
1280 on the dial  
Serving 138,400 Radio Families  
Basic Station: NORTH EASTERN BROADCASTING SYSTEM  
BAY STATE GROUP OF MASSACHUSETTS

OFFER: No offer. Just regular audience mail received by Station WEIM during the the four months of 1951: February thru May.

RESULTS: Station WEIM received a total of 4,721 peices of audience mail during that period. They came principally from these 37 cities and towns of Massachusetts and New Hampshire:

Amherst, N H	New Ipswich, N H
Ashburnham	N. Princeton
Ashby	Oakham
Ayer	Paxton
Clinton	Princeton
E. Jaffrey, N H	Rutland
E. Templeton	Sterling
Fitchburg	S. Ashburnham
Fort Devens	Shirley Center
Gardner	Shirley
Greenville, N H	Townsend
Groton	Townsend Harbor
Leominster	Whalon
Lunenburg	Worcester
Lancaster	Westminster
Maynard	Winchenden
Marlboro	Winchenden Springs
Nashua, N H	W. Groton
	W. Townsend

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Represented by  
KETTELL-CARTER  
John Hancock Bldg.  
Boston 16, Mass.







A KETTELL-CARTER SALES RESULT REPORT

STUDY NUMBER 1 BASED UPON 1950, 1951 RESULT LETTERS

STATION: RADIO STATION WEIM, FITCHBURG, LEOMINSTER, MASS.  
1,000 watts - full time  
MUTUAL NETWORK  
Serving 138,400 Radio Families  
Basic Station: NORTH EASTERN BROADCASTING SYSTEM  
BAY STATE GROUP OF MASSACHUSETTS

- Paul Marceau (Partner, Photo Sales Service) writes:

"We can truthfully say that results from our advertising on WEIM (sponsorship of BOX 13) are very good"

- Chester Pliska (Manager, Washington Jewelry Company) writes:

"It is fitting for me to express my sincere appreciation for the fine job that WEIM has done for us during the past 5 years. We have seen our sales and store traffic increase during this period . . . in addition to this we have built up in Fitchburg and the surrounding towns a great deal of good will for the future"

- F J Foley (Motor Parts Service, Inc) writes:

"As sponsors of the basketball games (Holy Cross), we want to express our appreciation for the splendid results attained by our venture . . . as illustrated by the enthusiastic reception and appreciation which came to us as a result of these broadcasts"

- Fotis L Bregou (Natur Wave Enterprises) writes:

"It gives me great pleasure to tell you how pleased we are with the magnificent job that Dottie McKittrick (For You, Ladies) has been doing for Natur Wave in Fitchburg."

- George Krumscheid (Prop. Fitchburg Music Store) writes:

"Our daily participation in HOLIDAY HOUSE was directly responsible for effecting the sale of six of our more expensive models (pianos) during the two weeks immediately preceeding Easter. In our opinion these announcements also served to stimulate sales in other departments such as television, radio, records and gifts."

- J K Bailly (Managing Partner, Bachelder-Bailly Co) writes:

"I am writing to tell you that we are well pleased with our radio program (Sports Round-Up at 7:45 AM). The listener and customer reaction, among both men and women is good. We have tested the program on specific items and know it is doing a good job for us. Through this (Sports Round-UP) we effectively move higher priced stock beyond our expectations."



STATION: RADIO STATION WMIN, WITHEBURY, LEXINGTON, MASS.  
 1,000 watts - full time  
 NATURAL NETWORK  
 Serving 135,400 Radio Families  
 Radio Station: NORTH EASTERN BROADCASTING SYSTEM  
 BAY STATE GROUP OF MASSACHUSETTS

Paul Newman (Partner, Photo Sales Service) writes:

"We are tremendously happy that results from our advertising on WMIN (Sponsorship of BOX 13) are very good."

Charles Fisher (Manager, Washington Jewelry Company) writes:

"It is fitting for me to express my sincere appreciation for the fine job that WMIN has done for us during the past 5 years. We have seen our sales and store traffic increase during this period. In addition to this we have built up in Witsburg and the surrounding towns a great deal of good will for the future."

F. J. Foley (Motor Parts Service, Inc) writes:

"As sponsors of the basketball games (Holy Cross), we want to express our appreciation for the excellent results attained by our venture as illustrated by the enthusiastic reception and appreciation which came to us as a result of these broadcasts."

Patricia L. Bregon (Water Wave Enterprises) writes:

"It gives me great pleasure to tell you how pleased we are with the magnificent job that Patricia McElrick (for you, ladies) has done down for Water Wave in Witsburg."

George Krumholz (Prop. Witsburg Music Store) writes:

"Our fully participation in HOLIDAY HOUSE was directly responsible for increasing the sale of six of our more expensive models (pianos) during the two weeks immediately preceding Easter. In our opinion these announcements also served to stimulate sales in other departments such as television, radio, records and gifts."

J. A. Barry (Managing Partner, Bachelder-Barry Co) writes:

"I am writing to tell you that we are well pleased with our radio program (Sports Round-Up at 7:45 AM). The listener and customer reaction among both men and women is good. We have tested the program on special items and know it is doing a good job for us. Through this (Sports Round-Up) we effectively move higher priced stock beyond our expectations."



RADIO STATION WEIM, FITCHBURG, MASS.

FLOATING ANNOUNCEMENT PACKAGES

Being one-minute announcements scheduled on a floating basis, within specified time segments in Class D time. Runs on a six-day-a-week basis.

COST:		<u>REBATES</u>	<u>12 per week</u>	<u>18 per week</u>	<u>24 per week</u>
1- 6 consecutive wks	-		\$72.00	\$104.00	\$132.00
7-12	"	5%	68.40	98.80	125.40
13-25	"	10%	64.80	93.60	118.80
26-38	"	15%	61.20	88.40	112.20
39-51	"	20%	57.60	83.20	105.60
52	"	25%	54.00	78.00	99.00

RADIO STATION WEIM, FITCHBURG, MASS.  
1,000 watts - full time  
1340 on the dial  
Mutual-Yankee Network  
350,000 Population Coverage

Represented by:  
KETTELL-CARTER  
John Hancock Bldg.  
Boston, Mass.  
LI 2-5799  
1-51

BASIC STATION: NORTH EASTERN BROADCASTING SYSTEM  
BAY STATE GROUP OF MASSACHUSETTS RADIO STATIONS







# WREB

POWER.....500 Watts  
WAVE.....160 Kilowatts  
TIME.....Eastern Standard Time  
AFFILIATION.....Independent  
OFFICE & STUDIO.....123 High Street, Holyoke, Mass.  
TELEPHONE.....Holyoke 2-3296  
PERSONNEL.....General Manager: W. Wallace Robinson  
                    Production Director: Francis J. Hazel  
REPRESENTATIVE.....Lloyd Colton

# HOLYOKE

## MASSACHUSETTS

Established 1950  
Owned and Operated by Valley Broadcasting Corp.  
Operating Schedule:  
Weekdays: 6:00 a.m. to Local Sunset  
Sundays: 7:30 a.m. to Local Sunset

GENERAL ADVERTISING: Rate Card No. 4, in effect August 1, 1961

1 hr. 12.00 13.00 24.00 28.00 32.00 36.00 40.00 44.00 48.00 52.00 56.00 60.00 64.00 68.00 72.00 76.00 80.00 84.00 88.00 92.00 96.00 100.00  
30 min. 27.00 28.00 29.00 30.00 31.00 32.00 33.00 34.00 35.00 36.00 37.00 38.00 39.00 40.00 41.00 42.00 43.00 44.00 45.00 46.00 47.00 48.00 49.00 50.00 51.00 52.00 53.00 54.00 55.00 56.00 57.00 58.00 59.00 60.00  
15 min. 20.00 21.00 22.00 23.00 24.00 25.00 26.00 27.00 28.00 29.00 30.00 31.00 32.00 33.00 34.00 35.00 36.00 37.00 38.00 39.00 40.00 41.00 42.00 43.00 44.00 45.00 46.00 47.00 48.00 49.00 50.00 51.00 52.00 53.00 54.00 55.00 56.00 57.00 58.00 59.00 60.00  
5 min. 15.00 16.00 17.00 18.00 19.00 20.00 21.00 22.00 23.00 24.00 25.00 26.00 27.00 28.00 29.00 30.00 31.00 32.00 33.00 34.00 35.00 36.00 37.00 38.00 39.00 40.00 41.00 42.00 43.00 44.00 45.00 46.00 47.00 48.00 49.00 50.00 51.00 52.00 53.00 54.00 55.00 56.00 57.00 58.00 59.00 60.00  
Spot Announcements: 6.00 7.00 7.50 8.00 8.50 9.00 9.50 10.00 10.50 11.00 11.50 12.00 12.50 13.00 13.50 14.00 14.50 15.00 15.50 16.00 16.50 17.00 17.50 18.00 18.50 19.00 19.50 20.00 20.50 21.00 21.50 22.00 22.50 23.00 23.50 24.00 24.50 25.00 25.50 26.00 26.50 27.00 27.50 28.00 28.50 29.00 29.50 30.00 30.50 31.00 31.50 32.00 32.50 33.00 33.50 34.00 34.50 35.00 35.50 36.00 36.50 37.00 37.50 38.00 38.50 39.00 39.50 40.00 40.50 41.00 41.50 42.00 42.50 43.00 43.50 44.00 44.50 45.00 45.50 46.00 46.50 47.00 47.50 48.00 48.50 49.00 49.50 50.00 50.50 51.00 51.50 52.00 52.50 53.00 53.50 54.00 54.50 55.00 55.50 56.00 56.50 57.00 57.50 58.00 58.50 59.00 59.50 60.00  
GENERAL ADVERTISING: National Rate Card No. 4, in effect

Time	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Time
5:55		Sign On.	Sign On.	Sign On.	Sign On.	Sign On.	Sign On.	5:55
6:00		News.....LS	News.....LS	News.....LS	News.....LS	News.....LS	News.....LS	6:00
6:05		Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	Polish Airs.....PP	6:05
6:30		Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	Farm Digest.....LC	6:30
6:35		Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	6:35
7:30	Hymns.....LS	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	Phil Space Show.....PP	7:30
7:45	Sacred Heart Program.....PS	"....."	"....."	"....."	"....."	"....."	"....."	7:45
8:00	They Lived The Word.....PS	"....."	"....."	"....."	"....."	"....."	"....."	8:00
8:15	"....."	"....."	"....."	"....."	"....."	"....."	"....."	8:15
8:30	Greek Church.....LS	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	Holyoke Church of the Air LC	8:30
8:45	Ted Dale.....PP	"....."	"....."	"....."	"....."	"....."	"....."	8:45
9:00	Helene Echoes.....PP	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	Sacred Heart.....PS	9:00
9:15	"....."	Ruth Mason.....PP	Spotlight Star.....PP	Ruth Mason.....PP	Spotlight Star.....PP	Ruth Mason.....PP	Spotlight Star.....PP	9:15
9:30	"....."	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	9:30
9:35	"....."	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	Local News.....LS	9:35
10:00	Episcopal Hour.....PS	Local News.....LC	Local News.....LC	Local News.....LC	Local News.....LC	Local News.....LC	Proudly We Hail.....PS	10:00
10:05	Tom Eaton-Sports.....LC	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	Listen Ladies.....PP	"....."	10:05
10:45	Larry Chesky (Polish).....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....PP	Tune Inn.....LS	10:45
11:00	"....."	Bandstand.....LS	Bandstand.....LS	Bandstand.....LS	Bandstand.....LS	Your Social Security.....PS	Bandstand.....LS	11:00
11:05	"....."	"....."	"....."	"....."	"....."	Bandstand.....PP	"....."	11:05
11:30	"....."	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	Four Stars.....PP	11:30
11:45	Songs of Italy.....PP	Spotlight Star.....PP	Melody Time.....PP	Spotlight Star.....PP	Melody Time.....PP	Spotlight Star.....PP	Melody Time.....PP	11:45
12:00	"....."	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	Sport Story.....LS	12:00
12:05	"....."	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	New England News.....LS	12:05
12:10	"....."	Westover News.....LS	Westover News.....LS	Westover News.....LS	Westover News.....LS	Westover News.....LS	Westover News.....LS	12:10
12:15	"....."	World News.....PS	World News.....PS	World News.....PS	World News.....PS	World News.....PS	World News.....PS	12:15
12:20	"....."	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	Ted Dale.....PP	12:20
12:30	Curtain Calls.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	Melody Magic.....PP	12:30
12:45	Greek Church.....PS	"....."	"....."	"....."	"....."	"....."	All Their Powers.....PS	12:45
1:00	Clase Kid.....LC	Vic Damone.....PP	Mindy Carson.....PP	Vic Damone.....PP	Mindy Carson.....PP	Vic Damone.....PP	People Speak.....PP	1:00
1:15	"....."	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	Four Hits.....PP	"....."	1:15
1:30	People Speak.....PP	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	Broadway Theatre.....LS	"....."	1:30
1:45	"....."	"....."	"....."	"....."	"....."	"....."	"....."	1:45
2:00	People Speak.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Hillbilly Jamboree.....PP	Music from America.....PP	2:00
2:15	"....."	"....."	"....."	"....."	"....."	"....."	"....."	2:15
2:30	Serenade in Blue.....PS	"....."	"....."	"....."	"....."	"....."	Phone Request.....PP	2:30
2:45	Stars Parade.....PS	"....."	"....."	"....."	"....."	"....."	"....."	2:45
3:00	Bob Crosby.....PP	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	Matinee Club.....PP	"....."	3:00
3:15	Polish Airs.....LC	"....."	"....."	"....."	"....."	"....."	"....."	3:15
3:30	"....."	"....."	"....."	"....."	"....."	"....."	"....."	3:30
3:45	Guest Star.....PS	"....."	"....."	"....."	"....."	"....."	"....."	3:45
4:00	Here's to Vets.....PS	"....."	"....."	"....."	"....."	"....."	"....."	4:00
4:15	Sunday Serenade.....LS	"....."	"....."	"....."	"....."	"....."	"....."	4:15
4:30	"....."	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	Storyland Theatre.....PP	4:30
4:45	Poika Time.....LC	Calling Easthampton.....PP	Calling Easthampton.....PP	Calling Easthampton.....PP	Calling Easthampton.....PP	Calling Easthampton.....PP	Serenade.....LS	4:45
5:15	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	Sign Off.	5:15
	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	News on the Hour Every Hour	







WEIM

FITCHBURG  
MASSACHUSETTS

GENERAL ADVERTISING. Rate Card No. 4 Effective January 1, 1951

POWER 1000 Watts  
WAVE 1290 Kilocycles  
TIME Eastern Standard Time  
OFFICE & STUDIO 717 Main Street, Fitchburg, Mass.  
TELEPHONE Fitchburg 3-5769, 3-5757  
AFFILIATION Yankee Network Mutual Broadcasting System  
PERSONNEL Pres. Henry B. Melton, Jr., Gen. Mgr. Al Muller, Com. Mgr. James W. Chalmers  
REPRESENTATIVES The Walter Representation Company

Established October 1941  
Owned and Operated by WEIM Fitchburg, Inc.  
Operating Schedule:  
Weekdays 6:30 a.m. to 12 Midnight  
Sundays 9:00 a.m. to 12 Midnight

CLASS "A"  
6:00 p.m. to 10:30 p.m.

1 hr. 10:00 95.00 90.00 85.00 75.00 1 hr. 60.00 57.00 54.00 51.00 45.00  
30 min. 48.00 37.50 34.00 30.00 15 min. 34.00 32.00 30.00 28.00 18.00  
15 min. 26.00 19.00 16.00 12.00 8 min. 10.00 10.00 9.00  
Ann.-Std. Brk. 12.00 11.40 10.50 10.20 9.00 Ann.-Std. Brk. 7.00 6.45 6.30 5.55 5.25

CLASS "B"  
All Other Times

1 hr. 52.00 50.00 48.00 46.00 44.00 42.00 40.00 38.00 36.00 34.00 32.00 30.00 28.00 26.00 24.00 22.00 20.00 18.00 16.00 14.00 12.00 10.00 8.00 6.00 4.00 2.00 1.00  
30 min. 26.00 24.00 22.00 20.00 18.00 16.00 14.00 12.00 10.00 8.00 6.00 4.00 2.00 1.00  
15 min. 13.00 12.00 11.00 10.00 9.00 8.00 7.00 6.00 5.00 4.00 3.00 2.00 1.00  
8 min. 6.00 5.00 4.00 3.00 2.00 1.00  
Ann.-Std. Brk. 12.00 11.40 10.50 10.20 9.00 Ann.-Std. Brk. 7.00 6.45 6.30 5.55 5.25

Time	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Time
6:30	World News	World News	World News	World News	World News	World News	World News	6:30
6:45	World News	World News	World News	World News	World News	World News	World News	6:45
6:55	World News	World News	World News	World News	World News	World News	World News	6:55
7:00	Yankee Weatherman	Yankee Weatherman	Yankee Weatherman	Yankee Weatherman	Yankee Weatherman	Yankee Weatherman	Yankee Weatherman	7:00
7:05	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	7:05
7:10	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	Sports Roundup	7:10
7:15	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	Record Reville	7:15
7:20	World Digest	World Digest	World Digest	World Digest	World Digest	World Digest	World Digest	7:20
7:25	Weather Forecast	Weather Forecast	Weather Forecast	Weather Forecast	Weather Forecast	Weather Forecast	Weather Forecast	7:25
7:30	Chapel in the Sky	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	7:30
7:35	Local News	Local News	Local News	Local News	Local News	Local News	Local News	7:35
7:40	Sacred Heart Program	Just for You	Just for You	Just for You	Just for You	Just for You	Just for You	7:40
7:45	Yankee News	Fashions in Music	Fashions in Music	Fashions in Music	Fashions in Music	Fashions in Music	Fashions in Music	7:45
7:50	Morning Devotions	Morning Devotions	Morning Devotions	Morning Devotions	Morning Devotions	Morning Devotions	Morning Devotions	7:50
7:55	Sunday's Scrapbook	9 a.m. News	9 a.m. News	9 a.m. News	9 a.m. News	9 a.m. News	9 a.m. News	7:55
8:00	of Song	What's on the Shelf	What's on the Shelf	What's on the Shelf	What's on the Shelf	What's on the Shelf	What's on the Shelf	8:00
8:05	Back to God	For You Ladies	For You Ladies	For You Ladies	For You Ladies	For You Ladies	For You Ladies	8:05
8:10	Radio Bible Class	News	News	News	News	News	News	8:10
8:15	Magic Kitchen	Magic Kitchen	Magic Kitchen	Magic Kitchen	Magic Kitchen	Magic Kitchen	Magic Kitchen	8:15
8:20	For You Ladies	For You Ladies	For You Ladies	For You Ladies	For You Ladies	For You Ladies	For You Ladies	8:20
8:25	Voice of Prophecy	The Musical Note	The Musical Note	The Musical Note	The Musical Note	The Musical Note	The Musical Note	8:25
8:30	Ken Carson Sings	Ken Carson Sings	Ken Carson Sings	Ken Carson Sings	Ken Carson Sings	Ken Carson Sings	Ken Carson Sings	8:30
8:35	Local Church Service	Ladies Fair	Ladies Fair	Ladies Fair	Ladies Fair	Ladies Fair	Ladies Fair	8:35
8:40	News	News	News	News	News	News	News	8:40
8:45	Queen for a Day	Queen for a Day	Queen for a Day	Queen for a Day	Queen for a Day	Queen for a Day	Queen for a Day	8:45
8:50	Charlton Concert	News	News	News	News	News	News	8:50
8:55	Dinner Digest	Dinner Digest	Dinner Digest	Dinner Digest	Dinner Digest	Dinner Digest	Dinner Digest	8:55
9:00	Catholic Truth Period.	Local, Regional News	Local, Regional News	Local, Regional News	Local, Regional News	Local, Regional News	Local, Regional News	9:00
9:05	Wait Time	R.D. 1280	R.D. 1280	R.D. 1280	R.D. 1280	R.D. 1280	R.D. 1280	9:05
9:10	Views of the News	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	9:10
9:15	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	9:15
9:20	Around the Town	Around the Town	Around the Town	Around the Town	Around the Town	Around the Town	Around the Town	9:20
9:25	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	Yankee Hometown Food	9:25
9:30	Show	Show	Show	Show	Show	Show	Show	9:30
9:35	Gedric Foster	Gedric Foster	Gedric Foster	Gedric Foster	Gedric Foster	Gedric Foster	Gedric Foster	9:35
9:40	Yankee Network News	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	9:40
9:45	Blind Croaky	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	9:45
9:50	Bill Cunningham	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	9:50
9:55	Health Quiz	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	Family of Stars	9:55
10:00	Bandstand, U.S.A.	News	News	News	News	News	News	10:00
10:05	Celtics Basketball	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	10:05
10:10	Headline News	Headline News	Headline News	Headline News	Headline News	Headline News	Headline News	10:10
10:15	Alf Horne Hr. Celtics Bask.	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	10:15
10:20	Bobby Benson	News	News	News	News	News	News	10:20
10:25	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	Dave Rodman Show	10:25
10:30	Under Arrest	Vaughn Monroe Show	Vaughn Monroe Show	Vaughn Monroe Show	Vaughn Monroe Show	Vaughn Monroe Show	Vaughn Monroe Show	10:30
10:35	The Shadow	Bobby Benson	Sgt. Preston of Yukon	1280 Record Revue	Sgt. Preston of Yukon	1280 Record Revue	Mutual T.B.A.	10:35
10:40	True Detective	Wild Bill Hickok	Sky King	Wild Bill Hickok	Sky King	Wild Bill Hickok	Mutual T.B.A.	10:40
10:45	Musical Comedy Theatre	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	Capital Commentary	10:45
10:50	Local News	Local News	Local News	Local News	Local News	Local News	Local News	10:50
10:55	Propaganda for Sports	Propaganda for Sports	Propaganda for Sports	Propaganda for Sports	Propaganda for Sports	Propaganda for Sports	Propaganda for Sports	10:55
11:00	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	11:00
11:05	World News	World News	World News	World News	World News	World News	World News	11:05
11:10	Affairs of Peter Salem	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	Fulton Lewis, Jr.	11:10
11:15	Water Street Story	Water Street Story	Water Street Story	Water Street Story	Water Street Story	Water Street Story	Water Street Story	11:15
11:20	Little Symphonies	Gabriel Heatter	Mutual Newswheel	Mutual Newswheel	Mutual Newswheel	Mutual Newswheel	Mutual Newswheel	11:20
11:25	World News	World News	World News	World News	World News	World News	World News	11:25
11:30	Woman of the Year	The Black Museum	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	11:30
11:35	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	11:35
11:40	Bill Henry & News	Bill Henry & News	Bill Henry & News	Bill Henry & News	Bill Henry & News	Bill Henry & News	Bill Henry & News	11:40
11:45	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	11:45
11:50	John J. Anthony Hour	Community Reporter	Community Reporter	Community Reporter	Community Reporter	Community Reporter	Community Reporter	11:50
11:55	Oklahoma City Orch.	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	11:55
12:00	Dance Orchestra	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	Yankee News	12:00
12:05	Musical Interlude	Local News	Local News	Local News	Local News	Local News	Local News	12:05
12:10	Dance Orchestra	Sports Revue	Sports Revue	Sports Revue	Sports Revue	Sports Revue	Sports Revue	12:10
12:15	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	Magic of Music	12:15
12:20	News & Sign Off	News & Sign Off	News & Sign Off	News & Sign Off	News & Sign Off	News & Sign Off	News & Sign Off	12:20



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